

PROPOSED 2003-2004 HOUSING AND COMMUNITY DEVELOPMENT PLAN

CITY OF GREENSBORO



Department of Housing and Community Development



2003 - 2004 HOUSING AND COMMUNITY DEVELOPMENT PLAN



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GREENSBORO CITY COUNCIL

(L-R from top left)

Tom Phillips, At Large

Robbie Perkins, District 3

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Belvin Jessup, District 1

Claudette Burroughs-White, District 2

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J. Edward Kitchen

*Assistant
City Manager*

Mitchell Johnson

*Assistant
City Manager*

Bob Morgan

*Assistant City Manager
for Economic Development*

Ben Brown

*Director of Housing and
Community Development*

Andrew Scott

Cover: photo of 400 Gorrell Street in the Southside Redevelopment neighborhood superimposed over a rendering of the Southside master plan. Photos of architectural elements seen throughout the document are from 400 Gorrell Street.

Planning for neighborhood change . . .

Revitalizing blighted areas . . .

Improving access to affordable housing . . .

Making dreams of homeownership a reality . . .

Supporting the needs of emerging businesses . . .



These and other key strategies are the focus of the City of Greensboro's 2003-04 Housing and Community Development Plan.

Each year, the Department of Housing and Community Development (HCD) works closely with other community groups and organizations, residents, property owners, developers and other governments to achieve its overriding mission : *to ensure that all Greensboro neighborhood's, including residential and business areas and the center city, are vital, healthy communities.*

This coming year, commitments will continue to neighborhoods undergoing substantial revitalization, to increasing homeownership throughout the community, and to upgrading the condition of housing units in need of repairs. In addition, new initiatives will focus on providing sources of capital for emerging businesses, on partnering with neighborhoods in establishing long-term visions for the future, and on responding to strategic directions contained in the Greensboro comprehensive plan "Connections 2025".



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HCD RESTRUCTURES FOR IMPROVED SERVICES

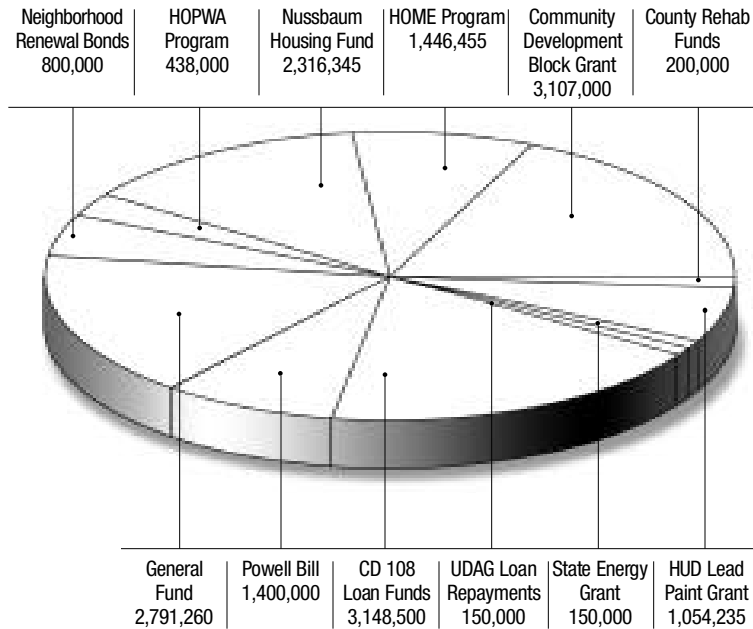
In early 2003, the Department of Housing and Community Development initiated a restructuring plan to respond to the changing dynamics of the community's housing and neighborhood development needs. The Department is now comprised of three work units, including Planning & Operations, Grants Administration, and Finance/Business Management. This restructuring will allow the Department to better respond to community-initiated planning efforts, to provide more monitoring and oversight of grant programs, and to ensure that all of HCD's efforts are coordinated to achieve neighborhood objectives.



2003-04 BUDGET

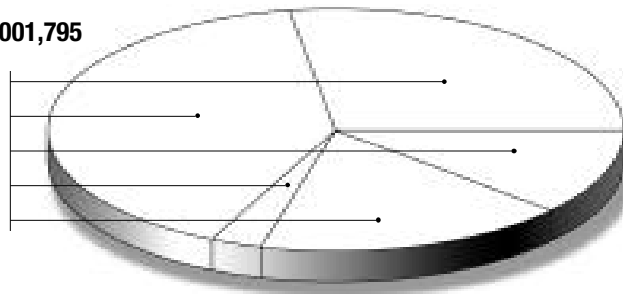
The 2003-04 HCD Plan carries a budget of roughly \$17 million, including Federal, State and City funding sources. This includes Greensboro's share of the Greensboro, Guilford, High Point, Burlington, Alamance HOME Consortium and the funding for the Housing Opportunities for Persons with Aids (HOPWA) Program.

SOURCES OF FUNDS **Total: \$17,001,795**



USES OF FUNDS **Total: \$17,001,795**

Affordable Housing.....	\$4,690,070
Neighborhood Development.....	6,858,500
Administration.....	1,956,610
Economic Development.....	500,000
Debt Service.....	2,996,615



ECONOMIC DEVELOPMENT

Creating a strong economic foundation has always been a fundamental principal made real by the activities funded with Housing and Community Development dollars. Having long championed efforts to help residents become homeowners, to provide affordable rental housing options, to assist persons who struggle with homelessness, and to promote safe, sustainable living environments, the City of Greensboro is excited this year to add several new initiatives to spur job creation and business development and expansion. These include an economic incentive loan pool and the South Elm Street brownfield planning effort.

Economic Incentive Loan Pool

This initiative comes on the heels of the State designating a crescent of East and South Central Greensboro as a North Carolina Development Zone, defined as a "pocket of poverty that has not shared in the economic gains of the state as a whole." Development Zone businesses that meet the State wage standard will be eligible for certain tax credits.

Coupled with the development zone designation, the City Council has added economic development as a priority and the City's draft "Connections 2025" Comprehensive Plan envisions a diverse new economy with business and employment opportunities for all, a balanced development pattern, a business-friendly environment, and a strong tax base. In light of these positive moves, the Community Resource Board reasons that the time is right to allocate \$400,000 of Community Development funds which would leverage \$600,000 of private lending to create a \$1 million loan pool to support new and existing businesses within underserved areas of East and South Central Greensboro. An additional \$100,000 will be used for education and training services.

South Elm Street Brownfield Assessment Study



Site of area targeted for the Brownfield Assessment Study and Grant

The City has submitted a proposal to the Environmental Protection Agency (EPA) for a Brownfield Assessment Grant for the South Elm Street area. This once robust commercial corridor adjacent to downtown has not seen significant private investment in many years, and property contamination is a contributing cause. The grant amount is \$275,000 and, if received, will be used to define contamination that exists, develop a strategy for cleaning up the site, and to inform and involve the neighborhood and property owners that may eventually work to redevelop the site.

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2003-2004 ECONOMIC DEVELOPMENT GOALS:

- ☐ *Secure funding commitments from banks for the Economic Incentive Loan Pool*
- ☐ *Create and initiate the Education and Training component of the Loan Pool*
- ☐ *Form a Community Advisory Group and undertake the South Elm Street Brownfield Assessment Study (if EPA Grant is received).*

NEIGHBORHOOD PLANNING

More so, perhaps, than any other time in the city's history, neighborhood residents are actively getting involved in planning and organizing their own communities. Recognizing this surge in activism, the City has bolstered its neighborhood planning resources and has begun a prototype neighborhood planning program in the Lindley Park neighborhood. Through lessons learned via this initial effort, it is hoped that additional neighborhood planning studies will be conducted each year.



Some of the planning efforts underway where HCD staff will be working closely with residents and other stakeholders over the coming year include:

- ☐ *Lindley Park prototype neighborhood plan.*
- ☐ *Aycock Traditional Neighborhood District Plan*
- ☐ *Ole Asheboro Neighborhood Redevelopment Plan Update*
- ☐ *Downtown Master Plan and Quadrant Plans*
- ☐ *South Elm Street Brownfield Study (Pending Grant approval from EPA)*
- ☐ *Greensboro Neighborhood Congress & Summit*
- ☐ *Randleman Road Corridor Study*
- ☐ *Building Conditions survey*



*Top: Group discussion at the "Safescape" workshop in Ole Asheboro.
Bottom: Children's activities during the dedication of the Dudley-Lee building on East Market Street.*

NEIGHBORHOOD DEVELOPMENT

Neighborhood Revitalization

Working with neighborhood organizations and builders, the City will continue concentrated development activities in nine neighborhoods, including Arlington Park, Eastside Park, East Market Street, Gorrell, Phillips/Lombardy, Ole Asheboro, Rosewood, Southside and Willow Oaks. In these areas, city and federal funds will be used to leverage the considerable private resources necessary to accomplish resident objectives.

Proposed 2003-04 Neighborhood Funding*

	CDBG Funds	Bond/Other Funds
Arlington Park	\$50,000	
Eastside Park	530,000	
East Market Street		300,000
Ole Asheboro	320,000	
Rosewood	100,000	
Southside		440,000
Willow Oaks		4,918,500
Neighborhood Rehab	102,000	98,000



* Gorrell and Phillips/Lombardy activities will also continue with prior year funding.

2003-04 NEIGHBORHOOD DEVELOPMENT GOALS:



- ☐ Complete renovations and sell 6-8 historic homes
- ☐ Complete housing development in "The Village" at Arlington Park
- ☐ Complete housing and institutional developments in Gorrell Street area
- ☐ Acquire 7 properties and relocate 13 families in Eastside Park
- ☐ Begin marketing of first phase development sites in Ole Asheboro
- ☐ Complete neighborhood park development in Rosewood
- ☐ Provide ongoing assistance to development activities in Southside and East Market Street
- ☐ Complete phase 2 and begin phase 3 property assembly and finalize land disposition strategy for Willow Oaks

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Historic Preservation

HCD provides a number of historic preservation services. Staff provide administrative support to the Historic Preservation Commission and manage the Historic District Program. Citizens can contact HCD staff for advice about restoration projects or get information about tax credits and other financial incentives for preserving historic properties. The department is responsible for maintaining an inventory of Greensboro's historic resources. Next year staff will begin an innova-

tive project to "map" Greensboro and Guilford County's historic resources using Geographic Information Systems (GIS) technology. The inventory will become part of the City's Comprehensive Plan and be a resource for neighborhood planning activities

AFFORDABLE HOUSING

HCD works closely with an array of neighborhood groups, nonprofit organizations and private developers to meet the community's needs for safe, attractive and affordable housing choices. Low interest loans, down payment assistance, soft second mortgages, operating funds for shelters and emergency assistance to families in danger of becoming homeless are just some of the means used to meet the goal of ensuring every citizen is adequately housed.

Overall Affordable Housing Accomplishments:

- ❑ *Over 590-families provided second mortgages and/or lots through non-profit homebuilders*
- ❑ *1,168 second mortgage loans to first-time homebuyers through GAHLI Program.*
- ❑ *1,531 loans to homeowners to rehabilitate their homes.*
- ❑ *Over 1,100 affordable rental and transitional units renovated or built*
- ❑ *Support for over 300 individuals and families with HIV/AIDS*

Listed below are initiatives undertaken by HCD to create these housing opportunities:

Nonprofit Housing

Partnering with non-profit housing organizations such as Project Homestead Inc., Habitat for Humanity of Greater Greensboro, and SHARE of North Carolina has enabled many low-and-moderate income families to become homeowners. Greensboro offers a comprehensive nonprofit housing program in which activities include acquisition of vacant lots, land assembly for subdivisions, improving public facilities and providing second mortgages for low-and-moderate income first-time homebuyers.

- ❑ *This year, the program assisted the development of 100 lots and provided 11 second mortgage loans that averaged \$10,500.*

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Greensboro Affordable Home Loan Initiative (GAHLI)

Low-and-moderate income families are achieving the American Dream through the Greensboro Affordable Home Loan Initiative Program. GAHLI has created an opportunity for first-time homebuyers to own their home by providing counseling, homebuyer education and down payment assistance. Funding for the program is provided from the Nussbaum Housing Partnership Fund.

- ❑ Since July 2002, the program has provided 26 loans at an average cost of \$4,022.

Housing Rehabilitation

Neighborhood revitalization begins with improving housing conditions - one home at a time. The City's Housing Rehabilitation Programs in conjunction with the Greensboro Lead Safe Housing Program provide funds to low-and -moderate income homeowners and rental property owners for home repairs and rehabilitation. Rehabilitation assistance is targeted at homes built before 1978 that contain lead-based paint hazards and where children under the age of six live or spend a significant amount of time visiting.

- ❑ *In July 2003, the Department received a \$3 million Lead Hazard Control grant from the U. S. Department of Housing and Urban Development to remediate lead-based paint hazards in homeowner and rental units.*
- ❑ *In November 2003, an Emergency Repair Program was established in conjunction with the lead program to assist homeowners with non-lead health and safety repairs.*



Multi-Family Rental Program

Meeting the challenge of providing decent, safe and affordable rental housing is achieved through partnerships with non-profit and for profit developers in the construction and renovation of affordable rental units. Families with annual incomes generally under \$34,000 are eligible for these rental units.

- ❑ *This year, the multi-family program assisted in the development of 50 rental, transitional and emergency units.*

Homeless Assistance

As a coalition of non-profit agencies, which provides year-round homeless prevention and assistance, the Homeless Prevention Group has taken the lead in identifying and addressing various community needs for emergency shelters, rental vouchers and emergency assistance. Housing information and referral services are also provided.

- ❑ *This year, assistance was given to sixteen agencies providing facilities and services for the homeless.*

HIV/AIDS Housing

The City of Greensboro is the Lead Entity for an eight county consortium receiving federal Housing

Opportunities for Persons with AIDS (HOPWA) program funds. A committee of regional representatives recommends the allocation of funds to AIDS service organizations serving clients in Alamance, Guilford, Randolph, Stokes, Forsyth, Davidson, Davie or Yadkin counties. Funding is currently concentrated in the areas of tenant based rental assistance, emergency financial assistance, supportive services, resource identification and housing information.

- ❑ *An eight county Needs Assessment for HIV/AIDS Housing Services was recently completed and the results will be used for future program planning.*



2003-2004 AFFORDABLE HOUSING GOALS:

- ❑ *Provide 75 homebuyers with loans to purchase their first homes through GAHLI.*
- ❑ *Provide financial counseling to 200 households.*
- ❑ *Provide housing rehab assistance to 10 homeowners and 10 apartment owners.*
- ❑ *This year, the program will fully rehab approximately 10 units at an average cost per unit of \$25,000 and provide lead paint remediation and emergency repairs to approximately 134 homeowner units and lead remediation to 10 rental units.*
- ❑ *Partner with non-profit organizations to create pre- and post-purchase educational programs for homeowners.*
- ❑ *Provide financial assistance for at least 3,000 shelter client nights.*
- ❑ *Help 350 families maintain their current housing through emergency financial assistance.*



The Kangabo family outside their new home in Poplar Ridge

SUMMARY OF HOUSING AND COMMUNITY DEVELOPMENT PROGRAMS 2003-2004

<u>Program</u>	<u>Budget</u>
Economic Development	
Economic Incentive Loan Pool.....	500,000
Affordable Housing	
Multi-family Rental Housing	391,330
CHDO Housing Development.....	192,740
Greensboro Affordable Home Loan Program	400,000
Housing Rehabilitation.....	2,470,000
Homeless Prevention.....	600,000
HOPWA	438,000
Neighborhood Development	
Neighborhood Revitalization Areas.....	6,658,500
Neighborhood Housing Rehabilitation.....	200,000
Mandated Payments	
Debt Service	2,996,615
Housing Service Contracts.....	78,000
Housing Coalition Operations.....	20,000
Nealtown Settlement	100,000
Administration	
Program Administration.....	1,956,610
Total	17,001,795

IMPLEMENTING THE COMPREHENSIVE PLAN

Strong and healthy neighborhoods are a key ingredient of a strong city and the City of Greensboro has been focusing resources on neighborhood revitalization activities for over 25 years. As called for in the draft "Connections 2025" Comprehensive Plan, the City will continue to focus resources on creating sustainable, attractive and economically diverse neighborhoods. In addition, HCD staff will be working with other City Departments on a number of new strategic initiatives identified in the Comprehensive Plan's first year work program.

HCD Work Plan Elements from "Connections 2025" Comprehensive Plan

- ☐ Establish criteria for defining, facilitating and encouraging Infill and Mixed-Use Development
- ☐ Developing financial incentives for Investment in Historic/Abandoned Properties
- ☐ Identification of Reinvestment Corridors for Capital Improvements
- ☐ Initiatives to support Development Activities and Preservation of Historic Buildings in Downtown
- ☐ Identify resources and mechanisms for Identifying and Protecting Historic Resources and Promoting Heritage Tourism
- ☐ Implementing a Neighborhood Planning Initiative
- ☐ Initiating a program to Reclaim/Eliminate Substandard Housing
- ☐ Provide opportunities for Home-grown and Community-based Businesses
- ☐ Conduct Inventory of Land Suitable for Business Development in Under-served Areas



STRATEGIC VISION AND DIRECTION

The strategies and budgets detailed in this 2003-04 HCD Plan are all pieces of the greater vision established by the City Council through the Five-Year Strategic Plan for Housing and Community Development Activities approved in 2000 and the draft "Connections 2025" Comprehensive Plan currently being readied for City Council action. These plans are the result of residents, organizations, businesses, advocates, planners and providers all coming together to identify those most critical community needs and the strategies that are most likely to be successful in meeting those needs.

In addition to the City Council, HCD works closely with three Council-appointed Boards and Commissions who are charged with implementation of the vision established by these plans. Each has specific and important functions:

Community Resource Board (CRB)

The nine-member Community Resource Board is responsible for preparing and recommending to City Council the Five-Year Strategic Plan and Annual Plans and budgets for economic development, neighborhood planning and development, and affordable housing activities.

Historic Preservation Commission (HPC)

The Historic Preservation Commission is a nine-member board. It is responsible for the Historic District Program and advises the City Council on preservation issues.

Redevelopment Commission of Greensboro (RCG)

The five-member Redevelopment Commission of Greensboro is responsible for development and maintenance of redevelopment plans for areas so designated throughout the City. The RCG also has authority to purchase and provide property for development purposes and undertake other activities to stimulate private development.



Center: Maya Angelou making a special presentation at the dedication of the Dudley-Lee building.

Bottom: Windhill, a multi-family development in northeast Greensboro, provides housing to low-to-moderate income families

WORKING to make it all happen: the HCD staff

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